

Building a Framework for Sustainable Working Waterfronts

Case Study: Cambridge, Maryland

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The Environmental Finance Center

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Then...

Summary findings from 2014

Compliments 2008 Commission Report

- Establishment of a Program at DNR;
- Local leadership, capacity and planning efforts;
- Economic and business development;
- Coordinate infrastructure investments; and
- Natural Resource Protection



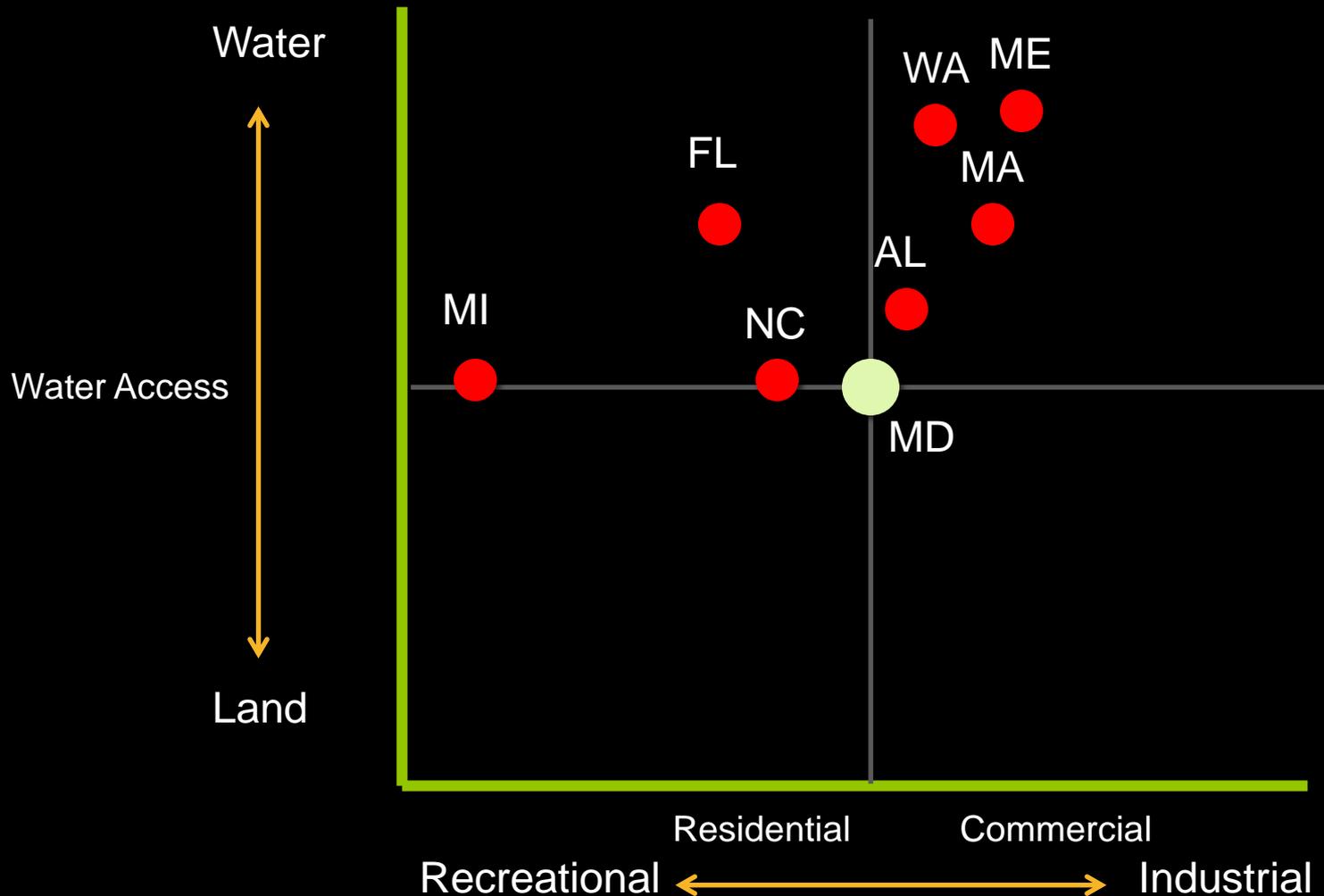
Defining a working waterfront

“Working waterfronts are **waterfront lands, waterfront infrastructure, and waterways** that are used for a water-dependent activity, such as **ports, small recreational boat harbors, fishing docks,** and hundreds of other places across the country where people **use and access the water.**”

-National Working Waterfronts Network

Defining a working waterfront

NOAA/CZM/SeaGrant
Supported Programs



And Now...

Building a Sustainable Working Waterfronts Program in the City of Cambridge, Maryland

Elements to guide the process

- Waterfront planning efforts link to other City and regional planning efforts?;
- Infrastructure needs;
- Economic trends and likely impacts of key water dependent uses;
- Cultural and heritage resource issues; and
- Natural resource restoration and protection efforts.

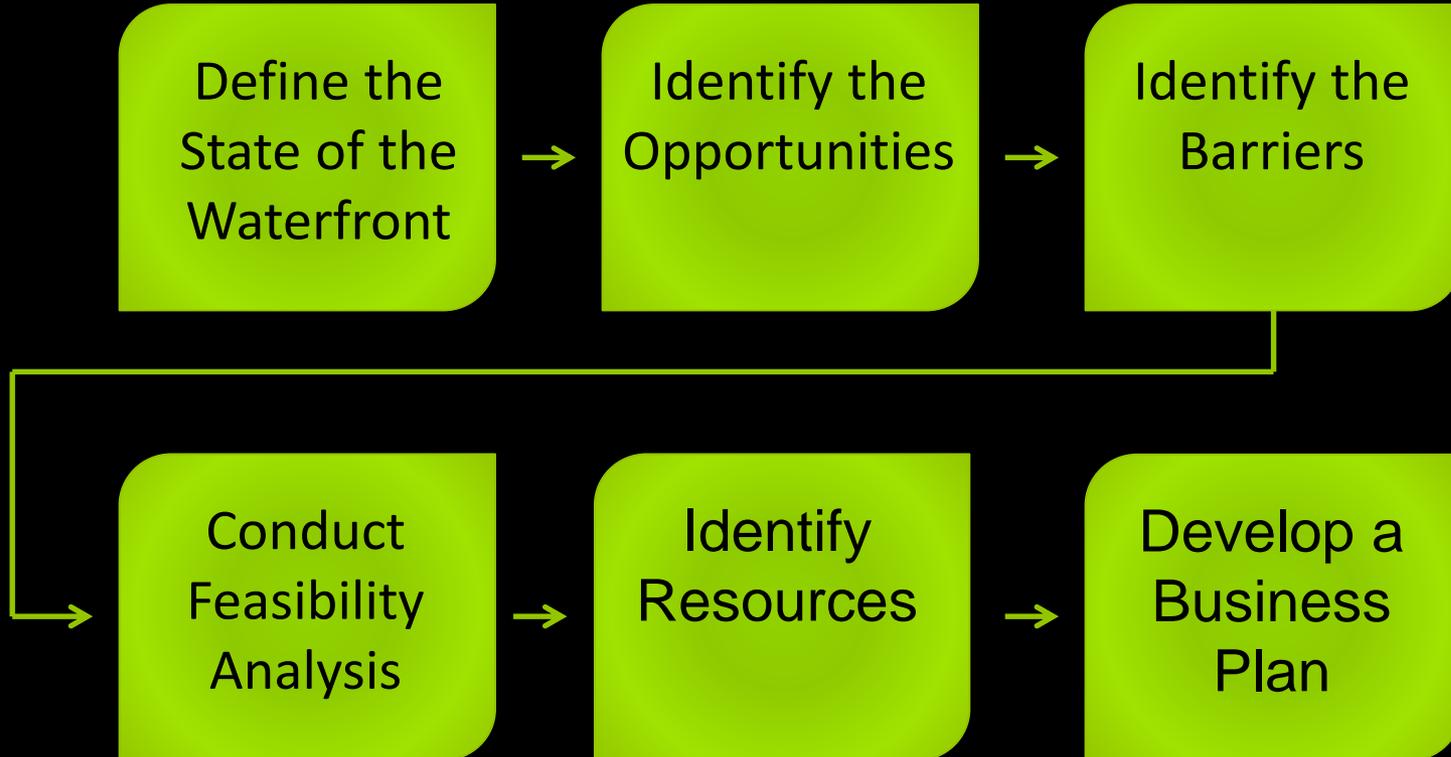
A photograph of a waterfront scene. In the foreground, a dark boat with a tall wooden mast is docked. Behind it, a white boat is visible. In the background, a red building with a sign that reads "JAN CLAYTON CO SEAFOOD" is situated on the shore. The water reflects the buildings and boats. The sky is clear and blue.

Two-Pronged Approach

1

Guiding Framework

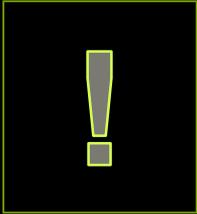
State-wide application



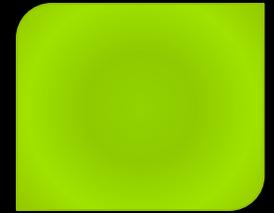
2

Cambridge Case Study

*Systematically
apply each step to
the City*

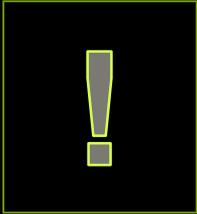


Importance of perception vs. reality

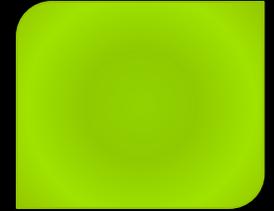


Make sure to...

- Understand past vs. present
- Evaluate physical attributes (GIS maps, water quality, zoning, etc)
- Understand uses and activities (businesses, community uses, etc)
- Engage Stakeholders early and often



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Comprehensive Process

- Stakeholder Advisory Committee
- Evaluated Existing Planning Documents
- Map the waterfront

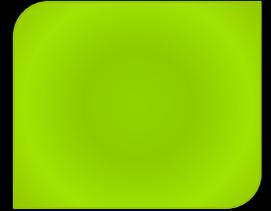




ZONES

- A. Rt. 50 Bridge and Visitors Center
- B. Hospital Site
- C. Sailwinds and Gov. Hall
- D. Long Wharf and Marina
- E. J.M. Claytons, County Office
- F. Docks, Residential, Cannery Park Gateway

Identify Opportunities



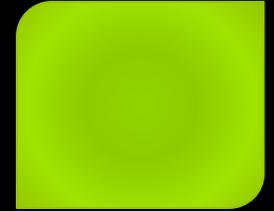
Opportunities can take the form of:

- Preservation (protection of what's there)
- Enhancement (build on what's there)
- Creation (fill the gap of what's missing)

Consider three perspectives:

- Community
- Natural Resources
- Businesses

Identify Barriers



Barriers can take the form of:

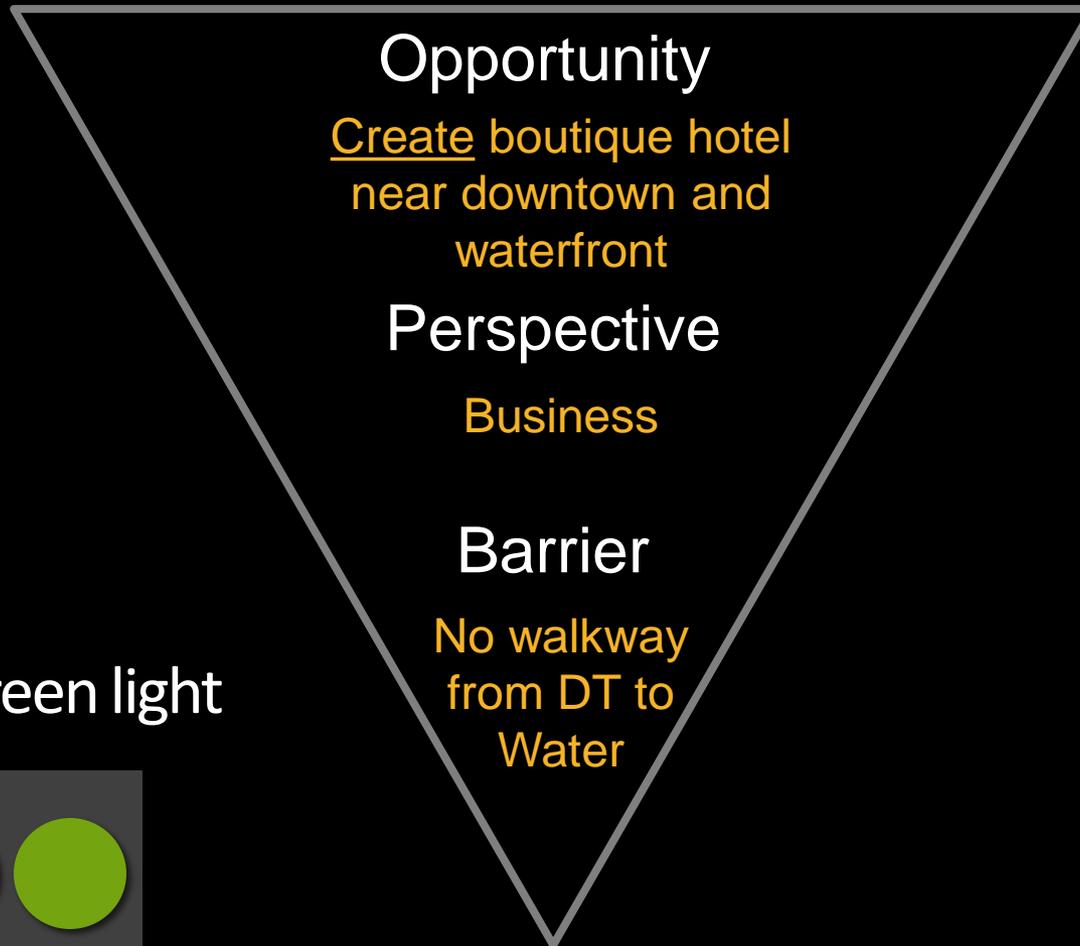
- Physical (i.e. require supporting infrastructure)
- Political
- Financial

Consider three perspectives:

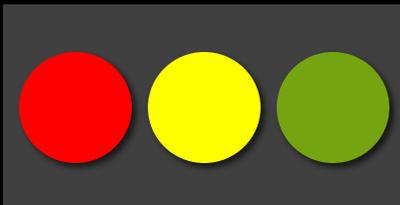
- Preserve
- Enhance
- Create

Opportunities and Barriers Assessment

Case Study: Cambridge, MD

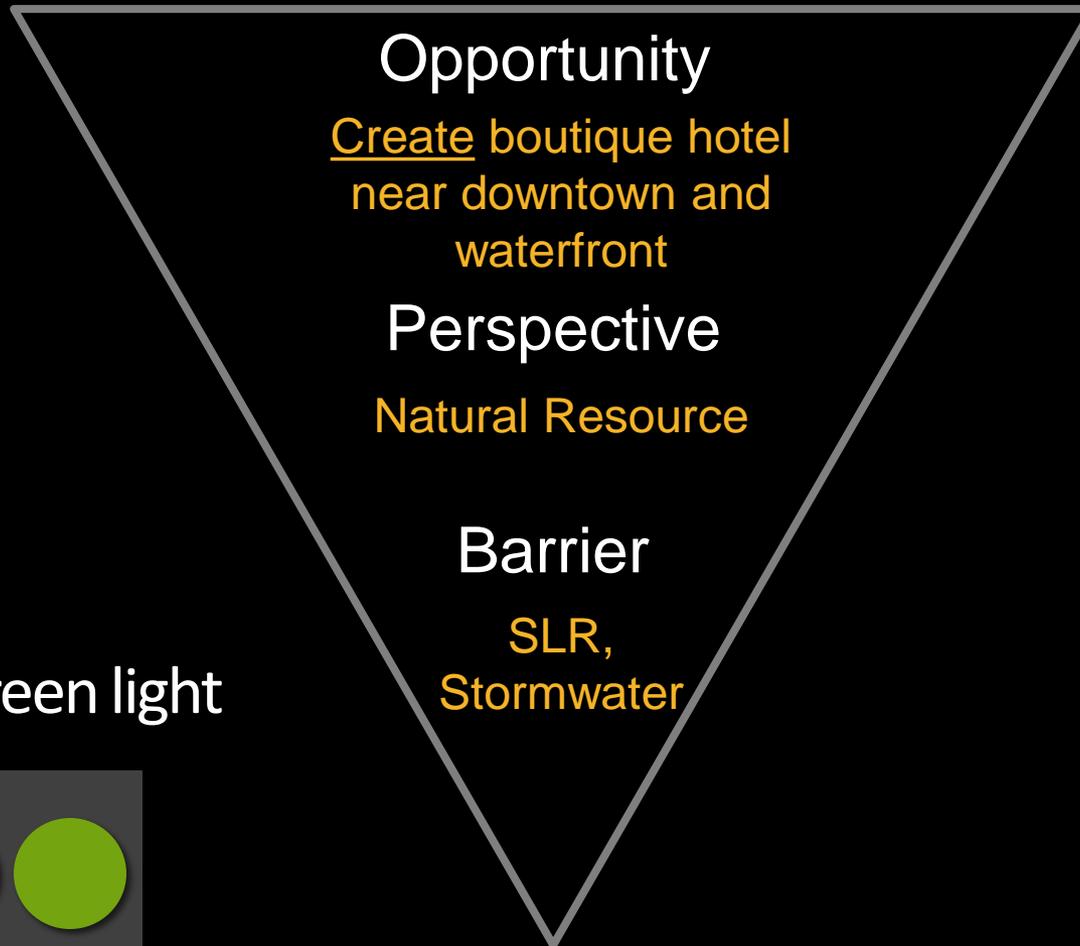


Red light / Green light

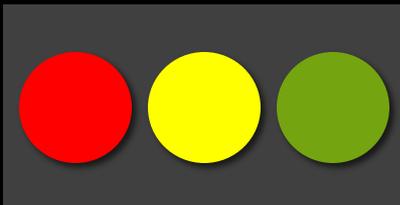


Opportunities and Barriers Assessment

Case Study: Cambridge, MD

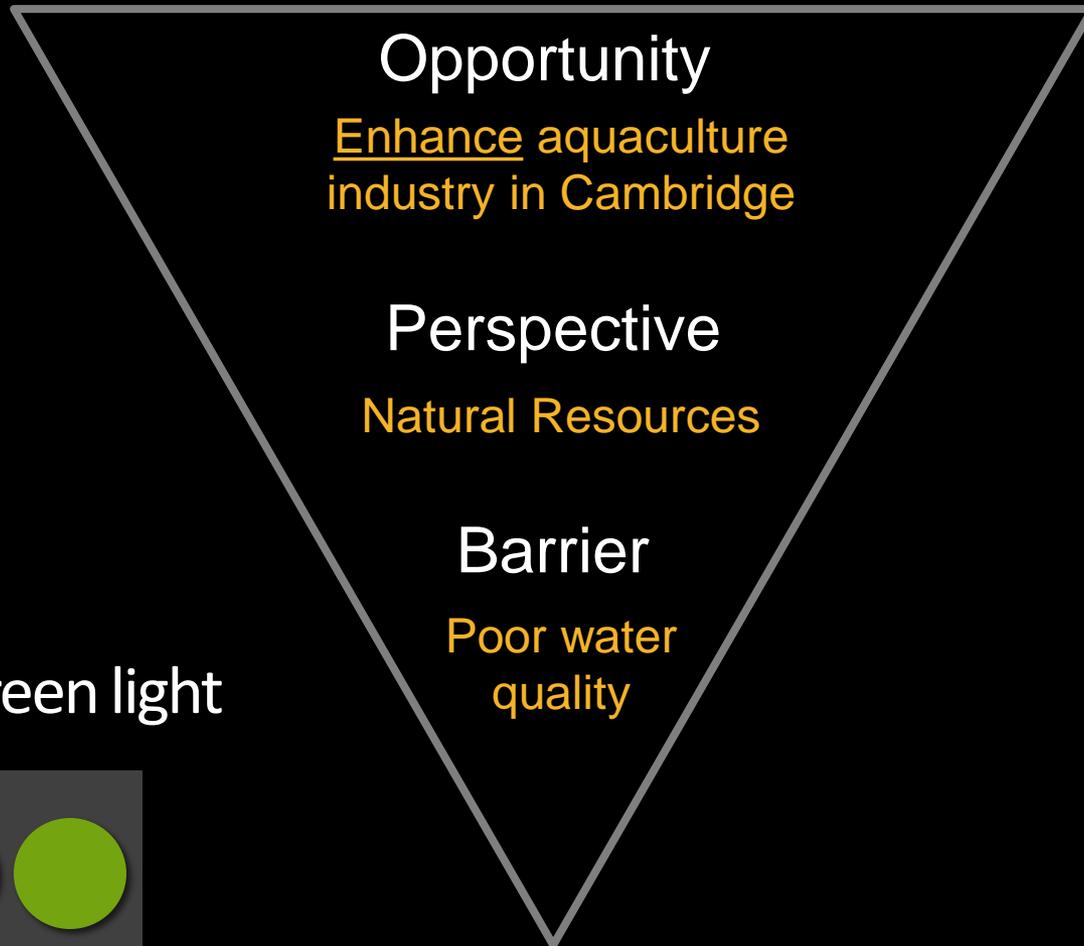


Red light / Green light

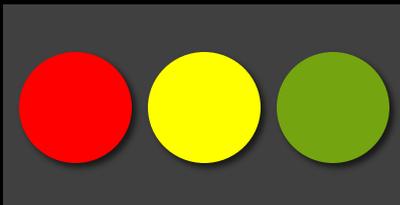


Opportunities and Barriers Assessment

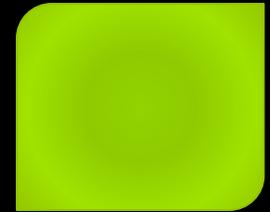
Case Study: Cambridge, MD



Red light / Green light



Feasibility Assessment



Rapid assessment of which barriers to overcome:

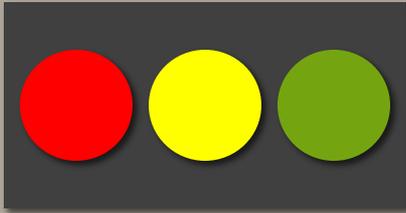
- Prioritize what is achievable and let go of what's not
- Map how priority opportunities may affect each other
- Build consensus around the feasible list of opportunities

Consider these perspectives:

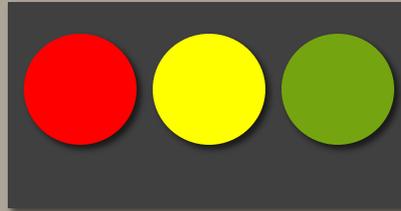
- Financial realities
- Long-term challenges such as climate change, storm frequency and sea-level rise

Feasibility Assessment: Cambridge Case Study

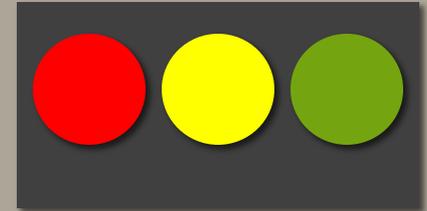
Boutique Hotel



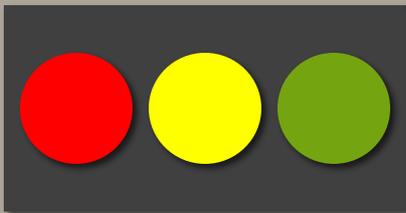
Boat Building
and Repair



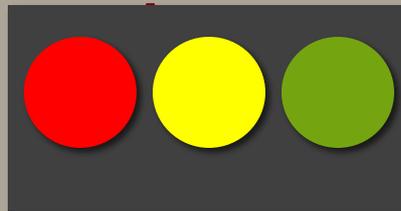
Oyster Landing
and Processing



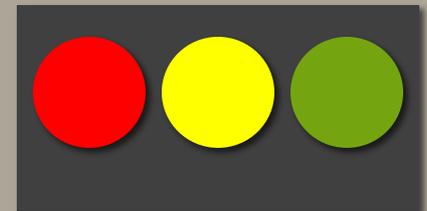
Outfitters



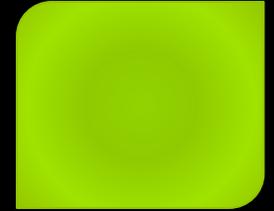
Open
Space/Events



Enhance
Aquaculture



Identify Resources



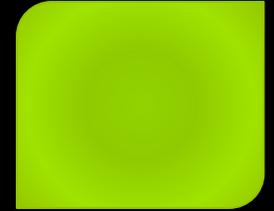
Resources to consider:

- Economic development
- Natural Resources
- Infrastructure
- Stakeholders and partners

Consider three perspectives:

- Community
- Natural Resources
- Business

Identify Resources: Cambridge Case Study



Resources Guide - Handout

- Economic development
- Community Development
- Natural Resources
- Physical Infrastructure

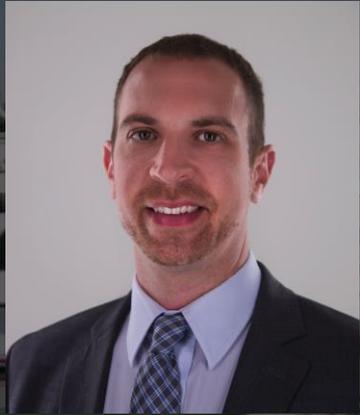
Example: Cambridge qualifies as a Priority Funding Area, Enterprise Zone and Historically Underutilized Business (HUB) zone.

Business Plan



Start by:

- Making the case for why there's a need (e.g. understand how the project fits into the regional, local economy/setting).
- Asses the return to realizing an opportunity
- Identify who takes the lead, who should be the partners
- Develop a timeline for how long it will take



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